

CFACSB17 (SQA Unit Code – H9Y9 04)

Deliver customer service in an environmentally friendly and sustainable way



Overview

This Standard is part of the Customer Service Theme of Delivery. This Theme covers Customer Service behaviours and processes that have most effect on the customer experience during Customer Service delivery. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

Environmental awareness and positive action on sustainability form an important part of the culture and strategy in many organisations. Those organisations have devised policies to ensure that they gain the approval of customers and other stakeholders by promoting a sustainable approach to their services or products. An ethical approach to the environment can enhance the organisation's reputation. This approach is achieved only if those delivering the service follow guidelines and procedures in order to display personal and organisational commitment to the environment and sustainability. This Standard addresses the balances that must be found when delivering customer service while meeting environmental standards. The Standard is appropriate for you if your organisation has a clear commitment to sustainability and if aspects of your job role make a direct contribution to that.

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Performance criteria

Follow organisational policies and procedures to deliver customer service in an environmental and sustainable way

You must be able to:

- P1 encourage customers to contribute to your organisation's environmental policies
- P2 keep customers informed about your organisation's environmentally friendly and sustainable policies
- P3 contribute to activities and actions to improve your organisation's environmentally friendly approach
- P4 follow your organisation's procedures to promote environmentally friendly and sustainable approaches when dealing with service partners
- P5 keep service partners informed about your organisation's environmentally friendly and sustainable policies

Contribute to the development of environmentally friendly and sustainable customer service procedures

You must be able to:

- P6 identify opportunities for energy and carbon emission savings when following organisational customer service procedures
- P7 identify opportunities for waste management improvements when following organisational customer service procedures
- P8 follow organisational procedures to inform those with appropriate authority of opportunities to improve environmental aspects of customer service
- P9 work with colleagues to implement environmental improvements in customer service
- P10 communicate with customers about environmental improvements in customer service

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Knowledge and understanding

You need to know and understand:

- K1 principles of environmental practices and on-going sustainability that are relevant to customer service operations
- K2 organisational policies that link environmental issues with customer service
- K3 principles of energy saving and reducing carbon emissions
- K4 principles of waste management relevant to your organisation
- K5 the environmental issues and risks represented by your organisation's services or products
- K6 your organisation's procedures for energy, carbon emission and waste management
- K7 how to keep customers informed about your organisation's environmental policies and procedures
- K8 how to work with service partners to promote environmental and sustainable benefits
- K9 organisational procedures for passing on ideas for environmental improvements
- K10 the importance of having appropriate authority for implementing changes in customer service procedures
- K11 the importance of recognising that environmental actions involve cost for your organisation

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SQA Evidence Requirements to Support this Unit

This Unit is designed to assess the skills and knowledge of candidates in the workplace. Candidate evidence should be generated under workplace conditions (**either paid or voluntary**) and evidence must be generated with different customers on different occasions over a sufficient period of time.

Observation should be the primary and preferred source of evidence of competent performance wherever possible. Observation of candidate performance will be supported by other methods of assessment which may include:

- ◆ witness testimony
- ◆ questioning
- ◆ candidate statement
- ◆ professional discussion
- ◆ product and photographic evidence,
- ◆ relevant active documentation, reports, presentations and
- ◆ other valid evidence which relates directly to learner performance under workplace conditions

A combination of performance and knowledge evidence is required to enable the assessor to confirm that the learner is competent.

Simulation should only be used in exceptional circumstances and it should only be for small parts of the Unit. Simulated assessments **must** be undertaken in a realistic working environment (RWE). A RWE is 'an environment which replicates the key characteristics in which the skill to be assessed is normally employed'. The RWE must provide conditions that are the same as the normal day-to-day working environment, with a similar range of demands, pressures and requirements for cost-effective working. Guidelines for using RWE can be found in the Assessment Strategy for Customer Service SVQs at link: <http://www.sqa.org.uk/sqa/16732.html>

SQA's Guide to Assessment is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website www.sqa.org.uk

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Suite

Customer Service (2013)

Key words

customer service delivery; customer service behaviours and processes; environmental awareness; positive action on sustainability